



## Direct Response Advertising

Meltzer Media Productions is one of the original founders of the Infomercial (1985) and has Produced or consulted on over 2000 Direct Response TV Campaigns. The product and services we have advertised range from \$9.99 items to over \$10,000 (Cruises and medical procedures) and everything in between. The success of the company has enabled us to expand in to manufacturing, licensing, online marketing, catalog placement, Home Shopping and Retail place all over the U.S. and in 95 countries around the world.

### **A brief biography of Jeff Meltzer**



For over 25 years, the name Jeff Meltzer has been synonymous with the highest standard of excellence and professionalism in broadcast & non-broadcast television. Renown in the industry as a talented TV Director, Producer, and Editor, his production and post-production credits include countless television series and programs. Jeff's range of expertise covers commercials, movie trailers, television shows and promos, music videos, corporate films, but he is known the world over as one of the creators of the Infomercial.

As one of the acknowledged creators of the modern day infomercial, Jeff has seen the entire evolution of the DRTV genre unfold before him. He is recognized as one of the leading DR Producer/Directors/ Marketers in the nation. His company, Meltzer Media Productions, has generated over 1 Billion Dollars in direct to consumer sales. He also has extensive product marketing, financial and media expertise.

Jeff Meltzer Films was established in 1985, and was based out of a newly formed aggressive film-editing consortium. His clientele grew to include such national accounts as Panasonic, Hasbro, Avis and Anheuser-Busch for agencies like Grey Advertising, Young & Rubicam, J. Walter Thompson, and Ogilvy & Mather. It was at this time that Jeff became involved with one of the first direct-response 30-minute programs: Infomercials. Out of this effort came the first skin care infomercial, "Love Your Skin with Linda Chae." It eventually grossed over 100 million dollars in sales and allowed the start up marketing company, Synchronal, to become the granddaddy of all direct response companies in the world at that time.

## Production

- location shooting
- Studio Shooting
- All Formats
- live action
- multi camera
- HD production
- motion control
- Table Top/Product Shots
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## Post Production

- Title and Package Design
- 3D Animation
- Webmercials
- Voice Over Recording
- Sound Mixing
- Music Lose corporate films,
- Pharmaceutical Videos
- streaming web videos and DVD

For more information please visit us  
<http://www.meltzermedia.com>